

ORDER



Orders
Order / Rev: 185241
Alt Order #:
Product Desc: American Crossroads
Estimate: 953
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Crossroads Media Group
Buying Contact: Emily Milhoan
Billing Contact:
 66 Canal Center Plaza, Suite 555
 Alexandria,, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/American Crossroads
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL-ISSUE, Unassigned

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/06/12	2	\$8,600.00	\$7,310.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$8,600.00	\$7,310.00	0.00
Totals	2	\$8,600.00	\$7,310.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$8,600.00
Market	100%	\$43,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$8,600.00
KDEN+	0%	\$0.00
KDVR+	20%	\$8,600.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	15%	\$6,450.00
KUSA	25%	\$10,750.00
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/02/12	10/02/12	ABC Tue C ABC Tue C	CA	9P-10P	-T-----	:30	1	\$7,000.00	P2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1			\$7,000.00		0.00			
N 2	KMGH	10/06/12	10/06/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P	-----S-	:30	1	\$1,600.00	PREE	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$1,600.00		0.00			
Totals													2	\$8,600.00	